



FOR IMMEDIATE RELEASE

Contact:

Kerri Silver
Criterion Brock
602-453-9660 x126
ksilver@criterionbrock.com

CRITERION BROCK NAMES NEW CHIEF FINANCIAL OFFICER

**Appointment of Ana Andueza as CFO Helps Support Criterion Brock's
Continued Growth and Nationwide Expansion**

Portland, Oregon – February 10, 2009 – Criterion Brock, Inc., one of the nation's leading suppliers of floor covering for multi-family housing, today announced the appointment of Ana Andueza as its Chief Financial Officer. In this role, Andueza will be responsible for managing all financial and accounting functions at Criterion Brock.

Andueza brings a wealth of financial management experience to Criterion Brock. Prior to her appointment, she held CFO roles with Irwin Commercial Finance and US Bancorp Equipment Finance. Earlier in her career, Andueza held senior accounting positions with US Bank and Deloitte and Touche. She graduated summa cum laude from University of Oregon with a B.A. in accounting, and earned a M.B.A. from Portland State University. Andueza is also a Certified Public Accountant.

The addition of Andueza helps Criterion Brock manage its continued growth as it enhances its position as one of the largest and highest-rated multi-family floor covering providers in the nation. In July 2008, Criterion Brock acquired Houston-based Golden Greek Carpets, expanding its geographic footprint to include eleven branches across the United States, including Albuquerque, Houston, Las Vegas, Los Angeles Metro Area, Phoenix, Portland, Sacramento, San Diego, San Francisco Bay Area, Seattle, and Tucson.

"I am very excited to join the Criterion Brock team as we build upon an excellent business model based on providing superior service to property management customers across the nation," Andueza said. "The company has been enjoying tremendous momentum, and is uniquely positioned to make major strides in 2009 and beyond."

-- more --

CRITERION BROCK NAMES NEW CHIEF FINANCIAL OFFICER

Page 2

“We feel very fortunate to bring a person of Ana Andueza’s caliber on board,” said Cary Jackson, CEO of Criterion Brock. “Her strong financial leadership and extensive experience with high-growth companies provide an excellent addition to our company.”

About Criterion Brock

Criterion Brock is one of the nation’s leading suppliers of floor covering for multi-family housing. Criterion Brock strives to exceed customer expectations by providing superior value and service to property owners and managers, while conducting business with the highest level of integrity. In addition, as one of the largest and highest rated providers of multi-family floor covering in the country, Criterion Brock offers its customers an unparalleled level of consistency, convenience and reliability. Finally, Criterion Brock is one of the industry leaders in green, environmentally-friendly business practices. Criterion Brock is a privately held company headquartered in Portland, Oregon, and has offices throughout the United States. For more information, please visit www.criterionbrock.com.

###